DESN 1022 WEB AND TIME-BASED DESIGN (WSTC)

Credit Points 10

Legacy Code 700187

Coordinator Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

Description Students will develop fundamental computer software skills and design understandings appropriate to using major web and time based design technologies such as HTML and CSS. They will develop a working understanding of production literacies for online design and time-based design. Students will engage in practical studies of web authoring. Emphasis will be placed on understanding the roles, functions and features of key screen based technologies, design production context for online delivery, current industry best practices, and a working understanding of the responsibilities inherent in the digital design and production process.

School Humanities & Comm Arts

Discipline Graphic Design Studies

Student Contribution Band HECS Band 2 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Co-requisite(s) Students enrolled in the combined DiplomaBachelor courses listed below must pass all College Preparatory units listed in the course structure before progressing to the Year Two units

Equivalent Subjects DESN 1021 - Web and Time-based Design

Restrictions Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 40 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Assumed Knowledge

Introductory level understanding of and skills in design principles particularly basic layout, colour and typographic knowledge. Digital basics including working in a networked environment on a Macintosh computer. Ability to manage, transport and store digital information.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply graphic design concepts appropriate to the specific concerns of a time-based and/or online environment.
2. Apply methods and processes for planning web sites and time-based outcomes.
3. Demonstrate an applied understanding of designing to a brief with regard to online contexts, audiences and genres.
4. Use terminology and apply industry practices appropriate to preparing, generating and deploying web sites and time-based outcomes.
5. Demonstrate an applied understanding of the major technologies such as HTML, CSS and JQUERY as the basis for authoring web sites.
6. Demonstrate an applied understanding of the standard software applications for producing, optimising and manipulating images or artwork for web and/or time-based outcomes.

Subject Content

1. Basic Key online languages: HTML, CSS and JQUERY.
2. Production processes for designing, developing and delivering online responsive websites.
3. Fundamental online concepts: responsive design, information architecture, interface design, navigation, user experience and user interaction.
4. File formatting, naming conventions, file pathways and how to transfer files to and from a web server.
5. Image optimization and preparation for online delivery.
6. Fundamental time-based design concepts: basic animation principles and graphics in motion.
7. Production processes for designing, developing and delivering time-based web elements.

Please Note: Learning in the unit is supported by specified Lynda.com video courses.

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Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	20 minutes	10	N	Individual	N
Practical	Not specified	45	N	Individual	N
Applied Project	Not specified	45	N	Individual	N

Teaching Periods

Term 3 (2024)

Nirimba Education Precinct

On-site

Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=DESN1022_24-T3_BL_1#subjects)

Term 1 (2025)

Nirimba Education Precinct

On-site

Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1022_25-T1_BL_1#subjects)

Term 3 (2025)

Penrith (Kingswood)

On-site

Subject Contact Ben Fletcher (https://directory.westernsydney.edu.au/search/name/Ben Fletcher/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=DESN1022_25-T3_KW_1#subjects)